

Against the Grain

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If Rumors Were Horses

Katina Strauch

Against the Grain, strauchk@cofc.edu

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Against the Grain

"Linking Publishers, Vendors and Librarians"

Managing Our Collections in a Digital Age

by **Roger C. Schonfeld** (Manager of Research, Ithaka S+R; Phone: 212-500-2338) <roger.schonfeld@ithaka.org>

This issue focuses on print collections management in a digital age. While numerous libraries are rethinking print collections as a result of their digital availability, actions at individual libraries aggregate into broad questions about the future need for access to print materials. Even as libraries seek additional flexibility in collections management, this critical concern about access and preservation is faced by all types of libraries, from those that traditionally maintained working collections to those that have made significant investments in preservation.

My objective for this issue is to highlight some key initiatives that collectively provide a broad overview of community directions for print collections management and preservation. Each of the initiatives reviewed is grappling with complexity in an environment of reduced resources for libraries and growing pressure on their print collections in particular. One key common theme is the importance of collaborating across institutions to build sustainable trust networks to ensure that preservation and

access to materials are not threatened during this format transition.

Two pieces provide overviews of projects being developed to collectively manage journal collections. **Emily Stambaugh** of the **University of California** describes WEST, which is constructing a trust model and sustainability plan across multiple consortia and individual libraries to ensure that print materials are accessible and preserved while vastly increasing flexibility at the local level. **Frances Boyle**, project manager of the UK Research Reserve, describes this national-level initiative to build a shared research infrastructure for higher education, including assured preservation and access, in partnership with the **British Library**. The vast differences between the approaches being spearheaded by each, in pursuit of fundamen-

tally the same objective, suggests that choices about the design of trust networks are often contingent on time and place.

But journals are by no means the only content type having their print versions called into question, and these issues face small col-

lege libraries and large research institutions alike. **Bob Kieft**, library director at **Occidental College**, describes innovative approaches to the development and management of monograph collections, including (at least) one year of patron-driven acquisitions as well as a strategic drawdown in holdings in collaboration with neighbors. **Judy Russell**, dean of libraries at the **University of Florida** and former Superintendent of Documents, reviews some of the challenges faced by Regional Federal Depository Libraries as well as opportunities for collaboration that have been identified by **ASERL** member institutions. It is noteworthy that both are looking to regional collaborative trust networks for collections management and preservation.

Finally, my colleague **Ross Housewright** of **Ithaka S+R** describes the challenges that some libraries face in strategic planning around print

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If Rumors Were Horses

Left out last time!!! **Steve Sutton**, the marvelous, is back at **YBP** as **Senior Manager, Digital Content Sales**. You will remember that **Steve** was at **YBP** previously as VP of Library Services from October 2008 to February 2010 when he took a detour to be VP Director of University and Library Sales at **On Demand Books**. I see that **Steve** is registered for the 2010 **Charleston Conference**!

And news of another long-time friend and colleague, the energetic **Carl Teresa**!

Carl is now **General Manager at Wolper Subscription Services**. **Carl** has lots of ex-

perience with our industry. He was general manager of **EBSCO's** Tenaflly, NJ, office for 13 plus years (Nov. 1997-Jan. 2010) and Vice President, **Ballen Booksellers** (1975-1997) (22 years!). I remember that **Carl** and **Lenny Schrift** at **Ballen** along with **Gary Herald** at **Ambassador** were the first companies to support **Against the Grain** when we started way back in March 1989! That was the year that **Hurricane Hugo** hit Charleston.

www.wolper.com/

www.ambassadorbooks.com/

Speaking of **Against the Grain** — so many people to talk to, to know, to interview and so little time! I will never get to know you all! In this issue we have great interviews with **Dave Kochalko** (**ORCID Director and Vice**

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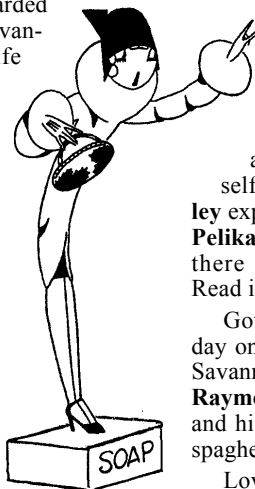


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From Your (celebrating) Editor:

I have to stand up on a soap box and yell that my son, **James Nicholas Raymond Walser** is home from Iraq! And he is safe and sound! Plus he has been awarded **The Bronze Star!** He is safe in Savannah where he and his family (wife **Lindsay**, son **Trifon** and daughter **Georgia Helen**) are stationed, I hope for a few years! Whew!

This is a great issue of your favorite journal, *Against the Grain*! **Roger Schonfeld** has put together a great group of papers by **Emily Stambaugh**, **Frances Boyle**, **Bob Kieft**, **Judith Russell**, and **Ross Housewright** on **Managing Our Collections in a Digital Age**. We have an **OpEd** by **Mark Herring** about hackers, phishers, and spammers, a reminiscence from **Tony Ferguson**, and an **ATG Special Report**



from **Delores Meglio** about digital content. Moving right along, we have interview with **Dave Kochalko** (Thomson Reuters) and **Tina Feick** (Harrassowitz), as well as a publisher profile from **Springer**. **Aline Soules** asks whether or not we should add Web resources to the catalog, **Jack Montgomery** asks a group about purchasing self-published materials, **Bob Holley** explores the unique user, **Michael Pelikan** gives us a look at **Blio**, and there is much, much, much more. Read it all!

Gotta go. It's **Raymond's** birthday on Saturday and we are going to Savannah to see him and the family!! **Raymond** has requested boiled peanuts and his mother's (that's me!) famous spaghetti! I am hungry already!

Love to all y'all! Yr. Ed. 🐾

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: *Against the Grain*, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG Homepage* at <http://www.against-the-grain.com>.

Dear Editor:

Hello Katina – Just a short note. You know, I never received the September issue of *Against the Grain*. I am not really sure why. Maybe I am delinquent and need to send you more money, or maybe the U.S. postal service failed us. Whatever the case, life hasn't been really quite right without a current issue of *ATG*, if you know what I mean. It's like things are, you know, sort of incomplete somehow. Most of the days I am okay, but I have this incredible sense of angst at times — a sense of being uninformed and out of the loop. It can be frightening in a way. Can you help?

Steve McKinzie (Library Director, Catawba College, Salisbury, NC 28144) 🐾



AGAINST THE GRAIN DEADLINES VOLUME 22 & 23 — 2010-2011

| 2010 Events | Issue | Ad Reservation | Camera-Ready |
|-----------------------|---------------------|----------------|--------------|
| ALA Midwinter | Dec. 2010/Jan. 2011 | 10/30/10 | 11/10/10 |
| 2011 Events | Issue | Ad Reservation | Camera-Ready |
| Annual Report, ACRL | February 2011 | 01/03/11 | 01/31/11 |
| MLA, SLA, Book Expo | April 2011 | 02/28/11 | 03/21/11 |
| ALA Annual | June 2011 | 04/04/11 | 04/25/11 |
| Reference Publishing | September 2011 | 06/27/11 | 07/18/11 |
| Charleston Conference | November 2011 | 08/15/11 | 09/05/11 |
| ALA Midwinter | Dec. 2011/Jan. 2012 | 10/31/11 | 11/21/11 |

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🐾

Rumors from page 1

President, Strategy & Business Development, Thomson Reuters, and **Tina Feick** (Harrassowitz).

Was so sad to learn of the death of our beloved **Norman Horrocks** on the 14 of October 2010 at age 82. Besides being **Director of the Dalhousie School of Library and Information Science** as well as professor Emeritus, **Norman Horrocks** also served for three years (1945-48) in the **British Army's Intelligence Corps**. May we never forget him and may he rest in peace.

Speaking of the **Charleston Conference**, as of right now, about two and a half weeks before the conference, we have 259 more people than were registered at the same time last year! Like Wow!

This is the **30th Charleston Conference** and I am looking forward to seeing everyone and especially to the **skit**! Was trying to remember many things and had the help of **Shirley Davidson**, a long-time friend who remembers everything and is the **Conference Historian**! **Shirley** helped me serve the coffee and refreshments at the very first **Charleston Conference** which was held in a dorm commons room on the **College of Charleston** campus! Several things we were trying to remember: a) what year did **Becky Lenzini** fall off the **Dock Street Theater** stage (very gracefully, didn't miss a beat, I might add); b) what year did I make the egregious mistake of closing all the men's restrooms so that women could use them? (oops!); and c) what year was the very first **Conference** bag sponsored?

Speaking of the **first Conference tote bag**, I was talking to still-young **Rebecca Seger** (now at **Oxford University Press**) about that because I remember that the sponsored bags were HER idea (like so many of the great things in **Charleston** — they were thought up by someone besides yours truly). The first bag was sponsored by **McGraw-Hill** when **Rebecca** worked there! How time has flown by! **Rebecca's** oldest, **Matt**, is a senior in high school, looking at colleges, and hoping to get into the **Savannah College of Art and Design** (wants to be a filmmaker). The other two are 13 and 11.

"46% of consumers said the economy did not impact their book buying in the first quarter of 2010." 2009 Book Consumer Annual Review: U.S. Demographics & Buying Behaviors, edited by Jim Milliot, Bowker, 2010, p.19.

Speaking of **sons**, heard via the grapevine that the brainy **Mark Carden's** <mark.carden@publishingtechnology.com> son, **Alex** who is 17, is appearing in a production of **Alan Bennett's The History Boys** at the **Edinburgh Festival Fringe**. **Alex** plays **Irwin**, the rather cynical and sinister young schoolmaster. Last year the **Edinburgh Fringe** did **Peter Shaf-**

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Take a closer look at....

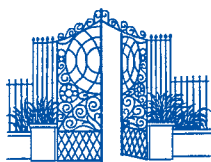
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Rumors from page 6

fer's *Amadeus*, and Alex has had leading parts in *Hamlet*, *Look Back in Anger* and others. Alex says right now that he would rather be an attorney, but I am looking forward to seeing him on Broadway or on the big screen! Oh, and equally brilliant son **Charlie** (14) is on the business route, working in the Accounts department at **Publishing Technology**.

www.closeuptheatre.info/
www.publishingtechnology.com/

Well, speaking of films and the theater, I was interested to see arrive on our approval plan, the book, *Tarnished Heroes, Charming Villains, and Modern Monsters: Science Fiction in Shades of Gray on 21st Century Television*. The book is by **Lynnette Porter** (McFarland 2010) who teaches in the Humanities and Social Science Department of **Embry-Riddle Aeronautical University** in Daytona Beach, Florida. She has written several books about television and films. Wonder if our regular columnist, **Mary Tinker Massey** (see this issue, p.63) knows her?

Speaking of the alert **Tinker**, I had to go oops! and ouch! reading her column in this issue — **Encounter with a Kik Step**. Well, in our library, the compact shelving got the better of a kik step!

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Notes from Mosier — Back to the Future, Part 1

Column Editor: **Scott A. Smith** (International Sales, Alibris; Phone: 503-568-9226) <scott.alan.smith@comcast.net>

Anyone who's been around libraries or in the book trade over the past three decades will have heard the many predictions of the death of the book ad nauseum. I've never believed a word of it, and I still don't. Books offer a tactile satisfaction not readily replaced by much of anything, including eBooks — regardless of whether we're talking about Web access or the current generation of reader devices.

The book arts are also alive and well. The **Oberlin College Libraries** are in the process of creating a letterpress studio, and for their 2011 Winter Term, students will produce a book using period equipment. **Ed Vermue**, Head of Special Collections at **Oberlin**, reports strong interest in the program. Today's students are digital natives, to be sure, but their enthusiasm for the world of print would seem to bespeak more than mere curiosity.

For the moment, then, I think it's safe to say the future of the book looks reasonably secure. What's less certain is how libraries in general, and academic libraries in particular, will continue to develop collections that include print as well as an ever-expanding range of digital products. What's pretty clear is that print book sales are in decline in academic libraries, and this trend is only likely to continue for the foreseeable future.

One consequence of this trend has already manifested itself in the ongoing decline of publishers' print runs, especially academic publishers. Fewer print copies will mean those libraries pursuing a "just in time" approach to collection development will find this strategy

less and less successful. Used book sales will be affected, as fewer used books come back onto the market. Moving forward this will translate into ever-growing demand for print on demand. And this, of course, can lead to a discussion of eBooks — but we'll come back to that shortly.

For the moment, though, I want to stay with print, and to consider new books. Specifically, I want to talk about approval plans.

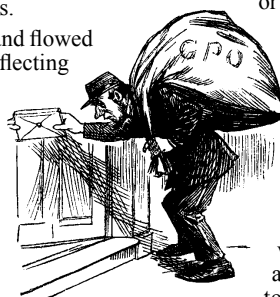
Although their use has ebbed and flowed a bit over the years, generally reflecting funding levels, approval plans have been used as a primary means of acquiring current-imprint, English language titles by academic libraries in North America, Australia, and Hong Kong. (I'm not going to discuss foreign-language plans in this article — they serve a very important but somewhat different role. Also, I'm not including notification programs in this definition of approval plans — i.e., slips plans or forms plans. For this discussion, an approval plan is an arrangement wherein newly-published books are sent automatically to participating libraries, based on a profile of interests maintained by the vendor. Books judged unsuitable for the collection may be returned without prior authorization.) There are a few mainstream approval plans elsewhere in the world — I set one up a few years ago for the **British Library** to deliver U.S. and Canadian titles not supplied on deposit — but generally speaking they're not widely used outside the aforementioned markets.

What's ebbed far more than flowed, though, in recent years is the number of approval vendors. There aren't many left, and they serve, inevitably, a declining market. Increasingly libraries have fine-tuned their profiles to receive fewer books, or have gone "virtual" — that is, they ask their vendors to identify what titles would have been supplied as approval books or slips in the past, but make more title-by-title decisions about what actually to have sent. This sustains the discovery value of the profiling mechanism, but dilutes the workflow efficiencies traditional approval plans have offered.

Back in the 1970s and 1980s, when there were more domestic vendors period, and more offering approval plans, vendors sought to differentiate themselves from one another in a couple of major ways. Some endeavored to present themselves as specialists, either by subject or type of publisher — so we had sci-tech vendors, or bookdealers identifying themselves as university press agents. This made sense to vendors in the post-**Richard Abel** era, when the "not all the eggs in one basket" mantra was invoked by libraries. If you were reasonably sure you couldn't get all of a library's business anyway, then why not try to get the most profitable (sci-tech) or readily defined (university press) slice of the pie?

Other vendors aimed to provide as com-

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future use of the physical estate to house collections is something to be considered by any shared print initiative.

d) The Big S — How do we House all this Stuff?

Space is an ever present challenge, and as such will always be a spectre on the shoulders of librarians; its relentless characteristics are that it costs and it's finite. There have been many models evaluating material costs¹⁴ in different circumstances. Of course it is important to factor in recurrent facilities costs and the opportunity cost of any released space.

One thing is clear: the increasing pressure on space encourages libraries to sign up to UKRR. Members have remodelled and used the released space creatively to support their particular institutional requirements: increasing the number of study spaces, provision of additional workstations or the creation of new social interactive space e.g., a refreshments area.

Most libraries espouse zero growth collection policies but in reality these are often far from easy to achieve. There are often conflicting demands on collection managers to take full advantage of the opportunities which digital content brings whilst still accommodating the growth of traditional print collections to support new courses and research areas within their institutions. For successful implementation there needs to be academic engagement and awareness of issues to harness support of core local collections rather than comprehensive holdings.

e) The Big J — The Material in the Research Reserve

A collection in any academic library is a diverse and dynamic beast. UKRR focuses on one facet of that beast — research journals; further refined to low use print journals. UKRR does not itself prescribe what *low use* is as this is defined locally by the member institution. This latitude is essential if any collective scheme is to gain the trust and support of its members.

The other big issue in regard to journal holdings is data integrity. UKRR operates at a high level of granularity so the quality and timeliness of the holdings data is crucial.

f) The Big I — Does Collaboration affect an Institution's Identity?

Stepping away from the process, the significant and long-term impact of UKRR as an example of a shared collection strategy, is about far more than collection management policies. It encourages members to challenge their institutional and departmental identities. If taken to its logical conclusion it challenges any library's traditional role in the academy.

In the UK we are in a sustained period of austerity with substantive public sector budget cuts forecast. It is a time of change where the number, nature, and role of our higher education institutions will be challenged. There are bound to be ramifications for the service providers within the institutions, so prioritising what needs to be done in-house and what can be shared, at a reduced cost, is commonplace.

Libraries will be scrutinising:

- What is valuable?
- What can safely be compromised?
- What to standardise?
- What to share?
- What contributes most to the core aims of the home institution?
- What benefits do levels of investment reap?

In this climate UKRR needs to demonstrate ongoing value and sustainability once its dedicated funding ceases in 2014.

Conclusion

On a simplistic level it would seem unlikely for stakeholders to take issue with any of UKRR's aims. The most compelling argument for shared print collection schemes like UKRR is "If not now, when?"¹⁵ The challenge ahead is to ensure that UKRR and its ilk are sustainable for as long as they are needed. This is as much about "hearts and minds" as it is about number-crunching and workflows. In the prevailing climate any collaborative initiative must deliver tangible value and benefits to participants and funders from the outset. There must also be flexibility in its processes and mechanisms so that individual institutions can maintain their identity, influence, and reputation whilst contributing to the collective. Efficient content discovery and delivery must underpin any successful shared collection scheme.

The key factors which make UKRR's current business model a peculiarly British affair are:

- It takes a pragmatic approach;
- There is an existing centralised, robust document supply service trusted by the HE sector i.e., the **British Library** Document Supply Centre;
- A moment in the national zeitgeist receptive to cultural change;
- An expanding HE sector with increasing student numbers;
- Funding to kick-start the scheme.

At its simplest UKRR can be seen as a club. Its members chose to sign up, and there are shared benefits, but also rules and obligations. However, the glue linking the collective is a shared vision: protecting the UK's research information infrastructure. It is hard to argue with that. 🐼

Endnotes

1. <http://www.hefce.ac.uk/>
2. <http://www.bl.uk/>
3. http://www.hefce.ac.uk/pubs/rdreports/2006/rd15_06/ A shared services model seeks to provide services in a cooperative way, by sharing processes and when appropriate technology, without compromising the local needs and priorities of the individual stakeholders.
4. Further details on the process at <http://www.ukrr.ac.uk/members/default.aspx>.
5. **Universities of Birmingham, Cardiff, Exeter, Liverpool, Newcastle, St Andrews, Southampton & Imperial College London**
6. Full membership at <http://www.ukrr.ac.uk/news/default.aspx>.
7. <http://www.ukrr.ac.uk/faq/default.aspx>
8. Based on figures from the Higher Education Space Management Project 2005, updated using the relevant toolkit. EMS statistics 4Q2007
9. Galton, F. 1869. *Hereditary Genius*. London: Macmillan at <http://books.google.co.uk/books?id=waQRAAAAYAAJ&ots=YEX4vMw3EN&dq=francis%20galton&pg=PR3#v=onepage&q&f=false>
10. This is substantiated by evidence from recent surveys conducted by JISC Collections on the demand for backfile archives
11. The Idea of Order: Transforming Research Collections for 21st Century Scholarship (Washington: Council on Library and Information Resources, 2010), available at <http://www.clir.org/pubs/reports/pub147/pub147.pdf>. Constance Malpas, "Cloud Library Findings," presentation available at <http://www.oclc.org/research/events/20100617ala.pptx>.
12. http://www.efc.co.uk/projects/researchers_of_tomorrow.jsp
13. <http://www.futurelibraries.info/content/>
14. <http://www.clir.org/pubs/abstract/pub147abst.html>
15. <http://books.google.co.uk/books?id=BvM-Ku4OO2AC&lpg=PP1&ots=OT1KwMPyt&dq=%E2%80%9898%20if%20not%20now%20when&pg=PA31#v=onepage&q&f=false>

Rumors from page 10

Speaking of books and actors, just got a fabulously great book from John D. Riley called *Superpostapocalypticexpialodocious* (whew — hope I spelled that right!). It's a collection of **New Twisted Tales**. They are

all my favorites but the one that cracked me up was called **Orphan Works**, a collection of truly hilarious book titles. One of my favorites — *Pickles as a Means of Fostering International Understanding*. Guess you have to be there!

The always-smiling John is one of the prime actors in the **skits** which I can't wait for this year! Did you know that the **very first**

skit was in 1986. It was penned by one of my favorite student workers, **Joni Rousse** who is now a hospital administrator in Birmingham, Alabama, with two kids and one husband! I remember that the **skit** made fun of **Dorinda Harmon** (one of the first **Charleston Conference** administrators), **Regina Semko** (our Registrar), and yours truly picking out the

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Challenges and Opportunities ... from page 32

The collaboration on establishing two comprehensive-as-possible collections is based on the general agreement that it is not necessary to have a comprehensive print collection in each state. The use of digital and digitized content for immediate access, and the ability to rapidly deliver print or microform copies via interlibrary loan when necessary, allows us to share materials among the libraries in southeast. Furthermore, the oldest and largest government documents collections contain approximately 2.2 million items. It is not reasonable to assume that UF could obtain, process, and house an additional 800,000 to 1 million documents to complete its collection, even if we wished to do so. It is certainly not reasonable to assume that we could complete ten comprehensive collections (one per state) or 12 comprehensive collections (one per Regional Depository Library) in ASERL. Instead, UF will collaborate with other Regional and Selective Depository Libraries in the region to determine campus and community priorities, as well as state and regional priorities. Then UF will focus our retrospective collection efforts on specific agencies that complement the choices of our colleagues and support our common objective of establishing two comprehensive retrospective collections in the region.

It must be emphasized that the ASERL proposal does NOT imply that there will be only two regional depository libraries in the southeast region. Rather, it means that among the twelve Regional Depository Libraries in the southeast, with the voluntary assistance of some Selective Depository Libraries, there will be collaboration to take responsibility for cataloging a portion of the collection and for retrospectively acquiring the items necessary to make that portion as complete as possible within the limitations of available content and resources. Regional Depository Libraries will continue to comply with the legal requirements to retain their print and microform collections.

It should also be emphasized that the ASERL proposal does NOT imply that Selective Depository Libraries will lose their ability to manage their own collections to meet local needs. They will continue to manage their collections and make individual

decisions about content and formats that best serve their institutional and community needs. Selective Depository Libraries will not be required, or pressured, to transfer materials to Regional Depository Libraries in their own state or elsewhere in the region in order to build the comprehensive collections, although the institutions building portions of the comprehensive collections will certainly rely on their voluntary discards. Some Selective Depository Libraries will participate in building the comprehensive collections by identifying portions of their own collections as Centers of Excellence for specific agencies or topics.

While there is still work to do to complete the ASERL proposal and have it accepted by the regional and selective depository libraries in our region, and then even more work to implement it, this proposal is an important, affirmative effort to collaborate to improve the management and utilization of federal documents collections in the southeast region, while remaining in compliance with 44 U.S.C. The ASERL members also hope it will also stimulate discussion, and action, in other regions.

Digital Initiatives

Both the ASERL Collaborative Federal Depository Program and the *Proposed Southeast Region Guidelines for Management and Disposition of Federal Depository Library Collections* represent efforts on the part of federal depository libraries to be more proactive in addressing the challenges of providing effective public access to federal government information in a digital age. These are certainly not the only initiatives that are underway or under discussion.

The CIC¹² Libraries are working with Google on the CIC-Google Government Documents Project¹³ to digitize a comprehensive collection of federal documents, comprising between 1 and 1.5 million volumes. As noted on the project Website, “[d]igital facsimiles of successfully scanned Federal Documents from CIC institutions will be accessible through Google Book Search, with copies also being returned to the Hathi Trust Digital Repository (<http://www.hathitrust.org>), where public domain material can be universally accessed.” Since many of the CIC Libraries are Selective Depository Libraries, they can weed their government documents collections to provide copies to Google for digitization.

The CIC-Google project addresses one of the major goals identified in the ASERL discussion draft, but it will also require cataloging records to provide metadata for the pre-1976 materials. GPO is actively working on digitization of its historical shelf list and creation of MARC records for pre-1976 federal documents. This will be an important resource for ASERL, CIC, and others seeking to improve the management of, and access to, their federal documents collections.

GPO also continues to develop the Federal Digital System (FDsys),¹⁴ the next generation platform to collect, preserve, and provide permanent public access to digital government information. Regional Federal Depository Libraries are not now, and should not be, required by law to provide long-term storage for digital federal documents. Rather, GPO should identify at least one certified third party repository that is not part of the federal government for preservation of and, when necessary, access to digital federal documents. This redundancy supports and complements the services provided by depository libraries and will provide the necessary assurance that content will not be lost and service will not be interrupted. In a digital age, having the service interrupted is equivalent to locking the doors of the Libraries. It is GPO's responsibility to prevent this through appropriate arrangements with one or more trusted third parties, rather than create an additional unfunded mandate for the Regional Depository Libraries.

Collaboration for Print Preservation and Electronic Access

The ASERL efforts to create at least two comprehensive-as-possible cataloged print collections and the CIC project to provide public access to a comprehensive digital collection complement each other and demonstrate that Regional and Selective Depository Libraries can collaborate effectively to improve both print preservation and digital access, even with the constraints imposed by the law governing the FDLP. Both of these initiatives will take years and require significant investments of staff time and financial resources from the participating institutions. That such investments are being made during a time of significant economic pressure is a reflection of the importance of these collections to the institutions that hold them, the states and regions that surround them, and the users locally, regionally, nationally and internationally, who benefit from the efforts to assure permanent public access to them.

The transition to a more electronic FDLP is not yet over. It would be easier to complete an effective transition and establish a sustainable FDLP if the law governing the program could be amended to provide greater flexibility and acknowledge that we are now in a digital age. In 2016, I expect that we will look back at the two decades since the GPO report was issued with a sense of satisfaction and accomplishment. I would not be surprised to find that we have not slain all of our dragons, particularly the legislative ones, but it will not be from lack of trying! 🐉

see endnotes on page 36

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perfect pen for the packets. But it was Eleanor Cook who took up the gantlet and started the real skits that have been going since 2004!!!! Hooray, Eleanor, and the skit crew!

Returning to John (above) — Be sure and read his column in this issue of ATG — Library Marketplace — Patron Driven Acquisitions from the Point of View of a Traditional Vendor (p.82). His predictions

are interesting especially the last one — “the Internet will go away ...” Do any of you have predictions to share with us? Send them in to www.against-the-grain.com/.

So many things have happened at the Charleston Conference because of other people's ideas! 1985 — first beer reception was because of Steve Johnson who had his own beer newsletter for many years. Remember? Steve has retired from Clemson and is moving to Costa Rica with his charming wife where he plans to garden and open a bed and breakfast!

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have been taken to discourage infringement. As digital content becomes more prevalent in the publishing industry, it is important for companies to ensure they have the necessary proprietary tools and preventative measures to track down any culprits. These standard features discourage people from pirating the data.

Lack of a Universal Platform

With all of the ongoing technological changes, publishers are in a quandary about the best way to proceed — whether they should use PDF, XML, HTML, and what platform is the best to house their data. Currently, there is no universal platform which meets the needs of all publishers. If you implement your own system, the cost of maintenance and development is so much greater. There are other components you need to consider, such as access rights management. Your platform needs to know what rights its users have to access certain kinds of content. Another component is a search engine to render the search results precisely. If a publishing platform doesn't have a strong search engine component, it's useless.

As a result, professional societies and small publishers, which may have limited resources to develop and maintain their own platform, can benefit from working with aggregators that have a platform in place, along with an access rights management system and a search engine function already built in.

In the academic space, librarians are tasked with deciding what type of platform will best serve the specific needs of its patrons. Aggregators are often a good choice because they offer relevant content on a universal platform. They can serve a broad audience with a wide spectrum of content that is consistent with what the academic community values.

Resistance to Change

One final concern, which is actually more of an obstacle, is that some seniors in executive positions are still clinging to the old comfortable business models instead of venturing into the new digital world. If they still believe that print is the only delivery method, just point out how sales of eBooks recently outnumbered sales of hardcover books for the first time on **Amazon.com** (http://www.nytimes.com/2010/07/20/technology/20kindle.html?_r=2&ref=business).

The Future of Digital Publishing

There is no doubt that digital publishing is going to be dominant in the future because of its ease of use, ubiquity of the data, and accessibility. As content is commoditized, publishers have to consider ways to add value and offer content that is more interactive.

One current trend is that online content is shifting people towards handheld devices. Also, as networks become faster, they are able to download large quantities of information and not just text — they'll be able to download heavy graphics and multimedia content, thus allowing even more interactivity with the content.

Publishers must keep abreast of these technological changes and be innovative or partner with companies that are constantly communicating with the end users to remain ahead of trends and opportunities. At the same time, librarians must be active in keeping publishers informed on what users want and need to do their jobs or tasks effectively. 🐼

Delores Meglio is Vice President of Publisher Relations for Knovel, a Web-based application integrating technical information with analytical and search tools to drive innovation and deliver answers engineers can trust. She can be reached at <dmeglio@knovel.com>.

Five Considerations for Digital Publishing Partnerships

There are five elements to consider as you evaluate content distribution partnerships:

- 1) **Experience.** As you select a digital publisher partner, consider their network of trusted sources. Who are they working with? Do they have a track record of success? How long have they been in business? Are they in a similar industry? Is there a fit for a small publisher (if you are)?
- 2) **Value-Add.** Many publishers, particularly smaller ones, fear their content will be commoditized. When going digital, they want to be sure the partner will add value to sales and not cannibalize existing revenue streams. The partner should be able to add value to the content offered and make it stand apart from other offerings (i.e., make content interactive). Are they able to add to your existing revenue base?
- 3) **Expand Markets.** Will the partner enable you to reach a new market of buyers? Will they enable you to differentiate from the market of printed books? Can you sell digital as a premium? New space should equal new revenue. Avoid cannibalization. Do they have a good sales and marketing team? Do they have a channel to promote growth?
- 4) **Digital Rights.** Select a partner that aims for reasonable protection. You can't rely on technology alone. A thief will find a way. Select a partner that has a fundamental respect for copyrights of Intellectual Property. Ask if they have a plan to monitor usage. Do they take steps as issues arise? Some may opt to manually review peer hosting sites to search for content.
- 5) **Evolving IT Environment.** Don't get locked into a legacy or proprietary platform. Select a partner that is responsive to new technology and trends. With the right partner, you can raise your profile and ride the coattails of their successes and innovation.

Rumors

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I am planning to visit as soon as I can!

Have to ask you all to take a moment to remember **Judy Webster**, long-time coordinator of the **Charleston Conference** until her untimely death in December, 1998. I still miss her. ; (

Against the Grain, Dec, 98/Jan 1999, v.10#6
serials.infomotions.com/acqnet/text/acqnet-v9n002.txt

1986 was a very good year for the **Charleston Conference**. It was the first year the **Conference** ran for three days (November 6-8). It was the first time that the unforgettable bookman **Lyman Newlin** was a speaker. It was

the first year that the **Conference** broke 100 attendees. And it also was the first (and only) year that **Katina** had everyone to her house for the **Opening Gala Reception**.

So sorry to learn that the wonderful **Leonard diSanto (H.W. Wilson)** will not be at the **Conference** this year because he had to go care for his sick Mom down in Florida. But the just as wonderful **Deborah Loeding** will be here!

Let's not forget to welcome the hundreds of **new attendees** at the **Charleston Conference** this year — at last count 331 of 1144, nearly 30%! We have **people profiles** on some of the new timers which we will post online at the **Conference Website** and hopefully print for the **Conference** tote bags!

Was talking to **Cindy Campbell**, a first timer (or new timer as opposed to old timer)

the other day. She is Acquisitions Librarian at **Edison State College** in Fort Myers, Florida. **Cindy** was telling me that **Thomas Edison** built **Seminole Lodge**, a house in **Fort Meyers**. And, guess what, there is an **Edison Festival of Light** every year in February. **The Edison Festival of Light** has been named one of North American's Top 100 events and one of the top 20 in the Southeast. And **Charleston** thought that we had the first lighted house (Sotile house) in the U.S.! What you don't learn when you talk to a librarian!!

www.edisonfestival.org/
www.edison.edu
en.wikipedia.org/wiki/Thomas_Edison

And **MANY THANKS** to the companies that gave scholarships to the **Charleston Con-**

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Questions & Answers — Copyright Column

Column Editor: **Laura N. Gasaway** (Associate Dean for Academic Affairs, University of North Carolina-Chapel Hill School of Law, Chapel Hill, NC 27599; Phone: 919-962-2295; Fax: 919-962-1193) <laura_gasaway@unc.edu>
www.unc.edu/~uncldg/gasaway.htm

QUESTION: *The staff in a health sciences library regularly supplies copies of articles from journals in its collection to unaffiliated customers for a fee. These customers include lawyers, researchers, and community health professionals. The library also fills requests from members of the general public for copies of library documents that are listed in a locally produced health bibliographic database. The library is considering charging a fee for copies of these documents that are not online. Do these activities make the library a commercial document delivery service? Does it have to pay royalties anyway? Is there a standard cost recovery formula? If so, does it make any difference that publishers can now provide the same service to users for a fee?*

ANSWER: The real question is whether the fee that the library charges is cost recovery only or whether the library makes a profit by providing these copies. If the fee is cost recovery only for the service, i.e., personnel costs, mailing, copy costs, etc., (but not cost of the collections) then the library is not a commercial service. But, if that fee is greater than the cost to provide the service, it is for profit, then. For those users, the library is a for-profit center and must pay royalties for providing all of these copies. If the library's document delivery is not for profit, and the library is not paying royalties, it may want to stamp copies to indicate that if royalties are due, the recipient of the copies is responsible for them. Often users assume that the service fee covers the royalties, so it is good to be clear that the service fee does not include the royalties.

If there is a standard cost recovery formula, I have never seen it. The library may charge whatever fee it wants for the service. For example, if the library wants to discourage the request for copies, it can charge a fairly high fee. The fact that publishers can provide the same service and copies is irrelevant. Publishers are concerned that commercial document delivery services (ones that make a profit) pay royalties, of course.

QUESTION: *In an academic library's reserve system, there is an article which several different faculty members want on reserve for different courses. Does the library need to get separate copyright permissions for each course or just one for the article?*

ANSWER: Just one permission request is needed, but sometimes the publisher will ask how many classes or how many students are enrolled in the classes who will access the reserve copy and will change accordingly.

QUESTION: *A library has old journals in storage and wants to digitize them. If the journal is still being published today, are the back issues in the public domain? Or is the publication still protected?*

ANSWER: For the journals to now be in the public domain would require that they were first published in the United States before 1923. From 1923-1964, works had to be renewed for copyright, and it is possible that the owner failed to do so. If they were renewed, then they got a total of 95 years of protection. For journals published after 1964, it is no longer necessary to renew the copyright, and those works automatically received 95 years of protection. So, whether a journal volume is in the public domain depends on the publication date. You can pay the **Copyright Office** to search the registration records to see if the title was renewed for copyright, because the records pre-1978 are not in electronic format.

Digitizing back volumes published before 1923 is no problem since they are in the public domain. For volumes published between 1923 and 1964, it depends on whether the copyright was renewed. For those published after 1964, they definitely are not in the public domain.

QUESTION: *The editors of an academic volume that will be published in October 2010 ask why the publisher wants to include in the copyright notice the year 2011 rather than 2010. The publisher says that it is normal practice for volumes published in the second half of the year to have a copyright from the next year. Is this a problem? What happens if someone plagiarizes from the work in the two months before the copyright date?*

ANSWER: Actually, this is common practice, and it does not make much difference as to copyright protection. The copyright notice really has nothing to do with protecting the work. The **Copyright Act of 1976** protects works from the time they are "created" and fixed in a tangible medium of expression. Assuming that the work is a compilation or collective work (such as a journal

issue with separately authored chapters or articles), the work is protected for 95 years after date of first publication or 120 years after creation, whichever comes first. Using the date of 2011 rather than 2010 actually gives one additional year of protection since the copyright does not expire until the last day of the year 95 years after 2011.

Plagiarism is not a copyright issue, but reproduction is. If another author reproduces portions of the work and incorporates it into another work, this is copyright infringement. If the publisher registers the work for copyright within three months after publication, then not only can the publisher sue infringers, but it may recover statutory damages and attorneys' fees. Thus, there is no risk to the authors of the chapters from the publisher's use of a copyright date that is a little later than the actual date. It is common practice.

QUESTION: *Is free clip art considered to be public domain? What is expected of writers when they use clip art from Microsoft programs?*

ANSWER: Free clip art is copyrighted just as other graphic works are, if they meet the originality/creativity and fixation requirements. "Free" means that there is no charge for using the clip art, not that it is free from copyright infringement. By contrast, "public domain" means that there is no copyright at all either because the work itself does not qualify for protection (for example, because it is not original with the artist) or the term of copyright has expired. Clip art is too new to have expired copyrights at this time.

The question about the use of clip art from **Microsoft** is governed by its license agreement. My impression is that the clip art with its software is intended to be used on Webpages, in documents, etc., but any user should review the **Microsoft** license to determine whether a particular use is permitted under the license. 🐼



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ference this year! **AMERICAN CHEMICAL SOCIETY, EBSCO, HARRASSOWITZ, SWETS!!!** Hip! Hip! Hooray!

Speaking of **Swets**, am looking very forward to meeting the bilingual **Christine**

Stamison's Greek mother who is coming to **Charleston** on Saturday after the **Conference**! I have been trying to brush up on my Greek (which I learned at the ripe age of three) so I can have a conversation in Greek with **Christine** and Mom. Sorry that so far I have to give myself an "F" but I have two more weeks to give myself a crash course!

And, mentioning Greece, was talking to

the bam-zowie **Dennis Brunning** who had planned to bring his wife to **Charleston** to the **Conference** and to introduce her to the city. But, guess what? They have decided to go to Greece instead. I guess I will forgive **Dennis** after all.

The theme for this year's **Charleston Conference** is **Anything Goes**, inspired by **Cole**

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appropriate for our situation? Will we even find what we're looking for? Will we have so many results that we don't go past the first few screens and, despite "relevance" ranking, lose valuable possibilities or not find what we're looking for at all?

Discovery

The answer may now lie in "discovery" services. The problem with commercial options, however, is that in order to ensure that users stay inside their discovery product, vendors include many pieces of information that might be better if excluded, e.g., Websites. In the **California State University** system, however, **David Walker** has developed an open source interface to **Metalib** by **ExLibris**. The possibilities can be seen in presentations **Walker** has made available on the Web.¹⁰ While the traditional concept of a catalog as the centerpiece of library holdings has been shifting for some time, this really makes the catalog one piece in the puzzle and a small one at that. A library could include the Open Web as a search option, along with the catalog, databases, or any other source, all on an equal footing. The implication is that Websites do not have to be collected, cataloged, or acquired in separate transactions. They can simply be searched along with everything else.

The positive aspect of this idea is that librarians can sidestep difficult decisions about what Websites to collect or not collect for inclusion in the catalog or subject guides. The Open Web results would show up as part of the results set. The negative aspect of this is, once again, the size of the results set, unless the user inserted specific and, probably, multiple terms. In the discussion portion of a Webinar on Xerxes 2.0,¹¹ **Walker** indicated that users are expected to "interface" with their results. That suggests that they will refine their searches, think of other terms, add terms, etc. But do they? Users, particularly the students with whom I work, often use terms that are far too broad, e.g., "I have to write a paper on women," after which they enter "women" as their search term. Users are also used to looking at the first one or two screens of results and either picking something or deciding that there's nothing there, if the results don't mesh exactly with what they think they need.

Full Circle

This type of behavior is what leads librarians to "collect" Web information in the first place, whether in their catalogs, on their subject pages, or elsewhere, in order to try to help users find key resources. If the searches for the *Whitman Archive* are any indication, however, the most successful search for the Archive was actually on the Open Web, not in the library catalogs or even **Google Scholar**. Perhaps it's time to re-think the idea of collecting Websites altogether. This brings us back, full circle, to the question of whether some Websites should or should not be collected and drawn to users' attention as part of the collection of scholarly materials available.

Another alternative is to create a multi-tiered approach and make that available through the discovery tool. Currently, users can specify in database searches whether they want to search a specific type of material, such as scholarly or peer-reviewed items only or just articles. This is not presented preferentially, however. It's simply a choice of equal value. Students who are told by their professors that they must have three scholarly articles, for example, will introduce that limit to their searches, if they are aware of it, in order to meet the requirement. An alternate possibility is to structure a discovery tool to search categories chosen by librarians first, then, in a second tier, offer them the Open Web. Some might argue that this is a role that librarians shouldn't play, but we already play that role by what we collect in the first place.

Conclusion

The Open Web has useful information. To find it, we need the following:

- continued development of discovery tools, which are in their early stages
- willingness to recognize the value of the Open Web to the point where we include it in discovery tools
- increased attempts to help users understand the meaning of their results list, and
- concerted efforts to encourage users to interface with and manipulate results to better effect rather than just picking the first items on the list

That is where we should put our efforts rather than trying to compensate for this transitional period by collecting Websites, creating records, and expanding library Web pages, all of which make more work for ourselves than we can ultimately manage. 🍷

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Porter's famous play. It seemed appropriate in the times we find ourselves in right now. And we have tried to stir up the program this year in the spirit of **Anything Goes!** We have **Tech Talks** on Saturday morning which will offer publishers and vendors 30 minutes each to demonstrate their most innovative products during concurrent sessions. There will even

be food to keep us alert! The fabulous **Beth Bernhardt** and **Leah Hinds** (could call them the Minnesota Twins except neither one of them is from Minnesota, oh well) have cooked up the idea of **Happy Hour concurrent sessions** this year! Sounds like a unique idea, yes?

"Some good news for those in the book industry: the amount of time spent reading books remained unchanged in the quarter, with just under 60% saying they read books daily or weekly." Milliot's Book Consumer Annual Review, p.19.

Have to say that we were literally bombarded with **great proposals** for the **Conference** this year! That's just one of many reasons the program is full, full, full!

We are going to have a different kind of opening this year as well. The enterprising and

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Charleston. He spoke of Open Access as a model, not “all things to all people” and said “It’s disingenuous to tell people (researchers) that they will get cited” (if their articles are free OA). The “OA citation advantage” appears to be the result of selection (better articles are made freely available), and not access. There are many benefits from free access to the scientific literature, but a citation advantage is not one of them. Prior to making these concluding points, he took attendees on a whirlwind tour of his exhaustive research on readership (article downloads) and citation patterns, conducted since 2007, with publisher cooperation. His site (<http://confluence.cornell.edu/display/~pmd8/resume>) contains a list of projects and publications, including those related to this specific topic, research which will continue for one more year, and will include hybrid journals. **Davis** maintained attendees’ attention and fielded many questions during the late afternoon time slot he was assigned — Is there a difference in disciplines? Is there a 12-month effect/“bump,” with a latent effect after that? Aren’t citations an indication of reward and value of the article?

Morning Plenaries— Saturday, November 7, 2009

Hyperlinked Library Service: Trends, Tools, Transparency — Presented by **Michael Stephens** (Assistant Professor, Graduate School of Library and Information Science at Dominican University)

Reported by: **Heather S. Miller** (SUNY Albany)
<HMiller@uamail.albany.edu>

In case we were not aware of how much our world has changed, **Stephens** showed the “Did You Know 4.0” presentation from the recent Media Convergence Forum (<http://www.youtube.com/watch?v=6ILQrUrEW8>) which emphasizes technological change and its rapidity. **Stephens** urged the audience to embrace technology, connect with users, and facilitate user contributions, aiming for a transparent library that is open, listens closely to users and staff, and speaks in a human voice. He cited a number of libraries doing just that and noted that local creators, experts, and collections that are connecting to users (e.g., via blogs) make users care. We must focus on constant and purposeful change, choosing sustainable options (e.g., open source) while standing on our core values of service and stewardship. Ask users what they want, try some emerging tools and see what fits, experiment, measure progress in order to learn how to use the social networking environment in libraries. He noted that we need to be nimble and accept an occasional failure. Overall, he exhorted librarians to “bring your humanity with you.”

Lightning in a Bottle: Libraries, technology and the changing system of scholarly communications — Presented by **Kevin Smith** (Scholarly Communications Officer, Duke University)

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Smith tried to predict the future (almost guaranteed to be wrong) and share bromides (obvious truths). He’s a lawyer and librarian, and as solo scholarly communications officer at **Duke**, he sometimes feels like a mineshaft canary. How long can the journal crisis last? It’s now been 30-40 years. The photocopier era copyright law is ill-suited for the Internet age, and business models clash. The importance of licensing?

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Growing, and yet it may facilitate use. The “printed artifact?” Some researchers see the value of formal publication for promotion and tenure, but seldom use it for actual scholarship, replaced by digital scholarship. The future? Librarians and library services — less homogenized, more tailored to local needs and conditions; more emphasis on local, born digital content. Services: more important than content, and access: “added value.” New expertise and skills application? Legal (copyright, licensing); Technological (project management, digital collection curation, preservation, creation of metadata); Subject expertise (peer-review process management); Advocacy (**Smith** shared two instances when his blog postings, library.duke.edu/blogs/scholcomm/, raised awareness). Bromides? Listen carefully, respond to local concerns, try pilot projects — “start small, but start.” Session participants debated our roles (“librarians are not physicians”), emphasizing that publishers make different decisions regarding authors than do institutions.

*That’s all the reports we have room for in this issue. Watch for the final batch of reports from the 2009 Charleston Conference, which should appear in the December-January issue of **Against the Grain**. In the meantime, all the reports that have not been published can be found on the **ATG Website** by visiting <http://www.against-the-grain.com>. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2009 sessions are available at www.katina.info/conference. — KS*

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clever **Greg Tananbaum** wrote new library and publisher and vendor lyrics for the song **Anything Goes**.

And **Greg** even used **Cole Porter** lyrics to delineate his **Train** column in this issue, p.92. Couldn’t get **Greg** to sing the lyrics himself so we are trying to persuade **Jack Montgomery** to sing at the beginning of the **Conference**. We’ll see what happens. PS — **Just heard from Jack! He is going to do it!** Stay tuned! (pun intended)

The **Group Therapy** in this issue of **ATG** (p.69) is about self-

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of those books, since eBook companies generally limit printing of their books.

Traditional vendors have worked historically as an effective supplier of these one-off requests. Larger vendors have generally discouraged orders for older imprints and smaller presses, preferring instead to focus on approval and slip plans. Traditional vendors have generally been the go-to vendor for the harder to get items. We see this as a great niche to be in as approval plans are cut back. Also many of the smaller presses will not be publishing eBooks yet. In addition, traditional vendors usually offer an out-of-print service where they search multiple sites for out-of-print books looking for the best condition and price. This differs from single source suppliers. **Busca** is also exploring a printing service for free eBooks tied in with our book-binding partner, and we are also considering the **Espresso Book Machine** for the convergence of eBooks with Print-on-Demand services.

Traditional vendors, such as **Busca**, are pursuing a dual track strategy keeping print options open, while partnering with the major eBook aggregators. **Busca** is starting to add thousands of titles each month to its five million item database.

As a traditional vendor we foresee a continued demand for print as well as eBooks and simply want to be wherever the readers are.

Now for a Few Predictions:

- 1) All books published before 1923, the copyright free books, will all be free online. Once they are on the Internet they can't be controlled. Think what that will mean for the rare book trade and for interlibrary loan. Free eBooks will revolutionize the out-of-print market, but there will still be demand for print copies, just more inexpensive ones. Truly rare books may become even more valuable, but will be considered museum artifacts.
- 2) The "Orphan books" that have been scanned by **Google** will not be a significant addition to the literature. The period between 1923 and let's say 1960 was not an era of massive numbers of published books. The worthwhile ones are already in reprint. There's a reason the others are orphans.
- 3) Because of the advances in Print-on-Demand all books will be available in dual editions print and e. eBooks will be a way to see if you actually want a print copy.
- 4) eBooks will continue to come down in price. The last high-priced ones are science and technical publications, and they are morphing into databases anyway, searchable by keywords and topics. Pay-per-view seems to be the way they will go. Why own them?
- 5) Vendors will have to concentrate on value-added services to survive. With more staff cuts coming in libraries vendors have an obvious role to play. Handling rights and licensing could become a growth area for vendors.
- 6) Libraries will become "just in time" providers of information, whether eBooks or print books delivered from off site or by interlibrary loan or by a device such as the **Espresso Book Machine**.
- 7) Colleges and universities will be under enormous pressure to offer more courses online and at a lower cost. The library will morph into an information creating center as well as a provider of information.
- 8) The Internet will go away and will be seen for the fad that really was...just checking to see if you were paying attention.

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were produced in 2009 by self-publishers and micro-niche publishers, according to statistics released this morning by **R.R. Bowker**. The number of 'nontraditional' titles dwarfed that of traditional books whose output slipped to 288,355 last year from 289,729 in 2008. Taken together, total book output

published books. **Jim Milliot** reports: "A staggering 764,448 titles

"The 50% mark neatly divides book buyers: 49% of book buyers came from households with incomes under that figure while 51% were from households that topped \$50,000 in annual household income." Milliot's Book Consumer Annual Review, p.12.

rose 87% last year, to over 1 million books." *blog.smashwords.com/2010/04/self-published-books-swamp.html*

Seems that **books** will be around for awhile. I have interspersed here in **Rumors** some quotes from the **2009 Book Con-**

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McFarland

This fall, we are publishing nearly
200 books about such topics as:

Pop Culture

Sports

Literature

Military History

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I would like to close with a mention of a competitive reading device that was recently reviewed in *Publishers Weekly*:

"The power source is a mystery: there was no battery that our reporter could find, nor was he able to locate anything resembling a wireless antenna. Yet the bright ivory-white surface enabled our reader to make out 10-point text clearly in ambient light even at an astounding 20-degree reading angle.

Environmentalists will rejoice to hear that the device is almost completely green, containing no rare metals, toxic chemicals, sharp edges, or breakable components. However, its graphic display is so handsome that owners may prefer retaining it and integrating it as a decorating element in their homes.

And now for the best part. Fully loaded you would expect to pay... how much? \$300? \$500? But this gadget comes in at a brain-bending \$14.95! Watch it walk — yea, gallop! — out of the stores on launch day." (iFilch's Sneak Peek at Floppatronic's Reader, *Publisher's Weekly*, June 14, 2010) 🍷

John D. Riley's latest book of short stories is entitled "Superpostapocalypticexpiatidocious" and is available in print or on Kindle.

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Vendor Library Relations from page 86

ourselves together that night. Could I have gotten all this with a tab that came in under four figures? No doubt. I think the company got its money's worth anyway. This library was a big customer for a long time, which helped to get more customers. Maybe a good thing we didn't stop the entertainment.

So while I'm sure there are abuses and excesses out there, those of us who send in entertainment expense reports have no reason for that guilt. It's part of the job, and not so easy as it sounds. Not everyone one could do it. Putting together a dinner takes work. Some librarians don't want to be entertained by their vendors. Some expect it. Others are surprised when you ask. Pick an early time, and there's no buzz in the room when you get there. Pick a later time, and everyone's yawning over their coffees and thinking about morning. Choosing the restaurant can be a dice roll. Take an easy one that's popular or close by, and risk a place that's too crowded. Take one that's offbeat or at some distance, and risk a disaster.

Disasters are rare. Dinners normally turn out well, if not always as well as that one those years ago. They can soften the harder moments. Maybe some people wish that entertainment had no place in business, but I'd hate to imagine this work if business really were all business.

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sumer Annual Review: U.S. Demographics & Buying Behaviors, edited by **Jim Milliot, Bowker, 2010**, hopefully to cheer us up!

When you run into the urbane **John Cox** at the **Conference**, be sure and ask him about the **Frankfurt Book Fair** and the two-week vacation **John** and his wife **Di** just took! But no column this time!

Publicity abounds for the Charleston Conference! See Don Hawkins of *Information Today*, <http://www.theconferencecircuit.com/2010/10/11/showdown-in-charleston-ebco-and-serials-solutions-face-off/>. And Josh Hadro, *Library Journal*, http://www.libraryjournal.com/lj/technologytechnews/886940294/infotech_competition_heats_up_discovery.html.csp.

Gotta go! Can't tell you how many **Rumors** I have left out! But they will be in the upcoming **Dec-Jan** issue of **ATG**! Coming soon! See y'all in Charleston!